



## **Standardshift.com: Shifting the Standard of Automotive Websites goes live**

([PRWEB](#)) August 24, 2000 -- Standardshift.com, the premiere automotive website geared towards manual transmission enthusiasts and the curious alike, is proud to announce the unveiling of its website, [www.standardshift.com](http://www.standardshift.com).

Boston, MA, August 23rd, 2000 -- The staff of Standardshift.com is pleased to announce the unveiling of a website dedicated to manual transmissions. Unique in the world of automotive websites, Standardshift.com will provide a virtual community for the 15% of car owners in the United States who drive a vehicle with a manual transmission.

Standardshift.com offers message boards, live chats, a buying guide of vehicles sold in the US with a manual transmission, as well as a how-to on driving a manual transmission correctly. In addition, a petition can be virtually signed and sent off to a manufacturer expressing the desire to see more automobile models offered with a manual transmission.

Brian Mardirosian, founder of Standardshift.com says, "With cell phone usage up and more automotive electronic devices entering the market daily, the manual transmission provides a means of re-connecting drivers with their vehicles and the experience of driving."

### About Standardshift.com

Standardshift.com is the senior capstone project for Brian Mardirosian, a student in the Electronic Media Arts and Communication program, [www.emac.rpi.edu](http://www.emac.rpi.edu), at Rensselaer Polytechnic Institute. For more information, visit [www.standardshift.com](http://www.standardshift.com), email [webmaster@standardshift.com](mailto:webmaster@standardshift.com) or call 617.680.1721.



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**Online Web 2.0 Version**

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